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SANTA BARBARA • SANTA CRUZ

SANTA BARBARA

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November 16, 2010

The Honorable Helene Schneider
City of Santa Barbara
Post Office Box 1990
Santa Barbara, CA 93102-1990

Dear Helene:

Through some very cooperative discussions with your staff, it has come to our attention that the City of Santa Barbara Cable Franchise Agreement with Cox Communications is expiring in December and a new Agreement will be under the jurisdiction of the State Public Utilities Commission. We believe this presents an exciting opportunity for UC Santa Barbara and University of California Television (UCTV) to bring educational, non-commercial programming to our Santa Barbara community.

Specifically, it is our understanding that the Digital Infrastructure and Video Competition Act of 2006 (DIVCA) "provides that a holder of a state franchise shall provide an additional PEG channel when the non-duplicated locally produced video programming televised on a given channel exceeds 56 hours per week as measured on a quarterly basis. The additional channel shall not be used for any purpose other than to continue programming additional government, education, or public access television." Attached is a copy of a letter from SB Channels verifying that this criterion has been met.

UCTV brings programming from the University of California's ten campuses, three national labs, and other affiliated institutions via cable, satellite, and an online network. The range of educational, informational, and cultural events that take place on our UCSB campus and around the UC system is truly exceptional, and a dedicated higher education channel presents an opportunity for the entire Santa Barbara community to be part of this dynamic learning environment. Given Santa Barbara's richness and diversity, we believe the community would be well served by a cable channel focused on higher education programming.

This is an important priority for the campus, and we believe the timing, in addition to the clear need for another education channel, make this a win-win for the campus and the City of Santa Barbara. We humbly thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Henry".

Henry T. Yang
Chancellor

Attachment

cc: Jim Armstrong
Jill Taura